

DIRECTORY OF CALGARY'S BEST MAIL ORDER MERCHANTS

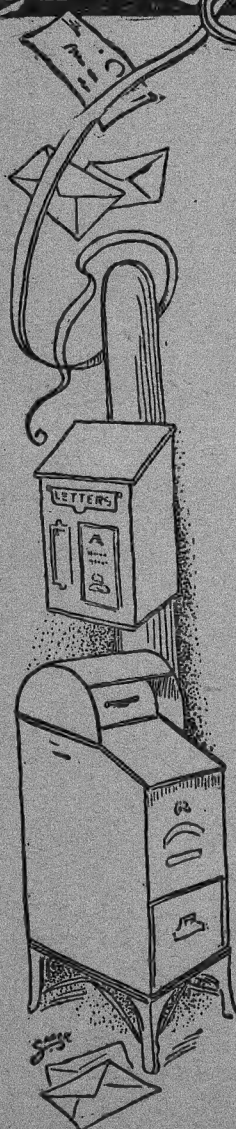


A BOOK of ready reference published for the out of town shopper.

Every announcement in this book is full of interest to people who wish to buy wisely and economically. The Firms whose names are published herein are amongst the best and most representative in Western Canada. The prices are the lowest, consistent with quality.

*Keep this booklet for future reference, it will save you money and bring these Metropolitan Firms to your notice right at your own home with their large stocks of **QUALITY MERCHANDISE, SERVICE and LOW PRICES,***

Shop by Mail in Calgary—Save Money and Time.
Spend your money West and help build Alberta.



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Glasses made to order promptly for out-of-town clients
SCIENTIFIC SIGHT TESTING

S. Bering

OPTICIAN

130 Eighth Ave. East CALGARY, Alta.

POSTAL INFORMATION

Suggestions When Ordering by Mail

Remittances should be made by Express Order, Postoffice Order, Bank Draft or Postal Note.

All orders should be written clearly and plainly. State whether you wish another article of like quality substituted in event the article you ordered is not in stock. Enclose money to cover cost of Postage or Express unless otherwise stated in the advertisements.

Parcel Post Rates from Calgary to any Post Office within 20 miles, including place of Mailing

1 lb., 5c; 2 lbs., 6c; 3 lbs., 7c; 4 lbs., 8c; 5 lbs., 10c; 6 lbs., 12c; 7 lbs., 14c; 8 lbs., 16c; 9 lbs., 18c; 10 lbs., 20c; 11 lbs., 22c

List of Offices within Twenty Miles of Calgary

Albert Park, Airdrie, Beddington, Brickburn, Calgary, Cochrane, Dalroy, Davisburg, De Winton, Elbow River, Forest Lawn, Freshfield, Glenbow, Hubalta, Jumping Pound, Langdon, Melba, Midnapore, Pirmez Creek, Priddis, Sandstone, Shepard, Simons Valley, Spring Bank, Rocky View

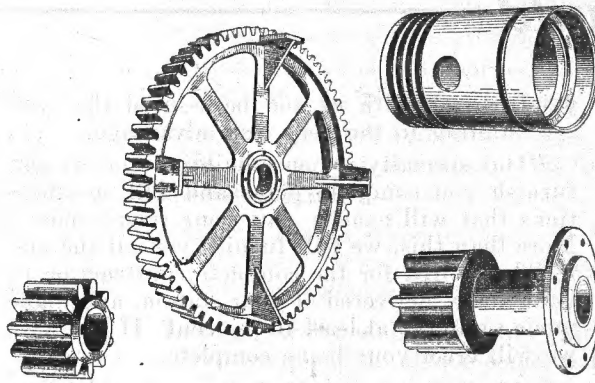
To any Post Office beyond 20 Miles from Calgary within the Province of Alberta

1 lb., 10c; 2 lbs., 14c; 3 lbs., 18c; 4 lbs., 22c; 5 lbs., 26c; 6 lbs., 30c; 7 lbs., 34c; 8 lbs., 38c; 9 lbs., 42c; 10 lbs., 46c; 11 lbs., 50c.

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THE CALGARY IRON WORKS LIMITED

410 9th Avenue East - Calgary, Alta.
Long Distance Phone M 2758



FOUNDRY MACHINE SHOP

Blacksmith Shop and Pattern Shop

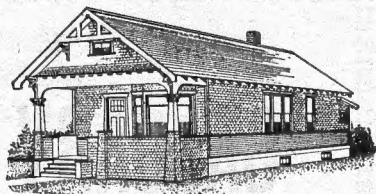
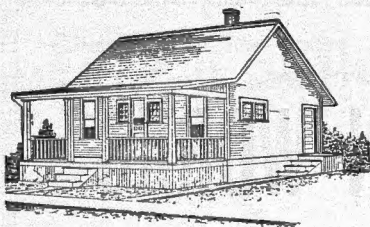
CASTINGS AND MACHINE REPAIRS

OF ALL KINDS

We make a specialty of Tractor Repairs

We carry in stock a full line of power transmission supplies; also bar iron, angles, channels, sheet steel, bolts, screws, nuts, etc.

Can ship from stock any grade of Babbitt Metal



No matter what you are going to Build

get in touch with us and be assured that you are building to the very best advantage.

Our specialty is house-building and we can furnish you complete plans and full specifications that will exactly suit your requirements. More than this, we will furnish you all the material required for the complete construction of your home, delivered at your station, and make you a saving of at least 15 per cent. If you wish we will erect your home complete.

If you want an artistic home of which you will be proud, let us help you design it.

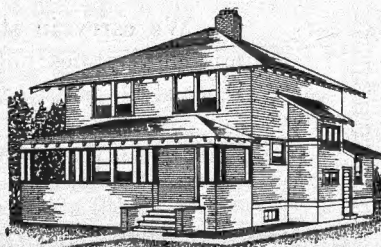
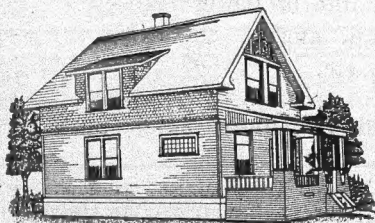
We also furnish complete plans and materials for modern barns, and outbuildings.

Ask for our catalogue, sketch sheet and free plan service.

Prairie Builders, Limited

Calgary, Alberta

18276





The Children's Store

Miss Fraser Limited

238 8th AVE. WEST, CALGARY ALTA.

Our Special Business is Clothing the Children. You will find here every thing they need for comfort and service. Our qualities cannot be excelled; our goods are brought from the finest British and Canadian markets at the keenest prices. We invite you to write to us for Summer wear for the Children. Mail orders will have our careful attention. We quote a few special numbers:—

Child's Cream Cashmere Coats, to fit 6 months to 2 years; good quality, daintily trimmed Silk Embroidery. Price \$2.25

Lovely Variety of Bonnets and Hats—Styles to suit every child. These come in Pique, Silk, Muslin, Satin and Straw. Prices from 65c to \$2.95

Wash Hats for little ones, in White Drill and Stripes; good serviceable sun hats. Price 35c

Ladies' House Dresses, in dainty ginghams and prints; light and dark shades; sizes from 34 to 49. Prices \$1.25 to \$1.65

We make a specialty of Infants' Outfits, Shawls Carrying Cloaks, Bonnets, Barries, Hose, Underwear, Corsets, Underskirts and Kimonas. Please enclose postage with your Mail Orders.

The Children's Store

Miss Fraser Limited

238 8th AVE. WEST, CALGARY, ALTA.

A RELIABLE DRUG STORE as near as your Post Office

That is practically what it means if you take advantage of our prompt and efficient mail order system.

Do you realize what it means to have one of the largest Drug Stocks in Alberta within such easy access. A store with such a large volume of business that you are sure of receiving just what you want and at the right price.

Quality and price have always been our motto. We insist on Quality not only in our Prescription Department but in every other line of merchandise that we handle. Our prices have always been as low as is consistent with the maintenance of such methods.

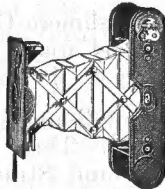
Out of Town customers are always given the advantage of any special prices that may be prevailing at the time order is received.

SOME ITEMS ON WHICH WE SPECIALIZE

Our stock of

**Eastman
Kodaks**

is one of the largest
in Western Canada.



We have in stock nearly every model of Brownie Camera, Eastman Kodaks or Premo Cameras. Prices range from \$1.25 to \$105.00. Write for Price Lists.

In our special laboratories for finishing Amateur Pictures we develop, print and mail back to you all orders within one day after they are received.

Only experts are employed who will get the most out of every exposure. Let us send you a price list and sample print.

Hot Water Bottles, Fountain Syringes, Trusses, Elastic Stockings, Stationery, Hair Brushes, Hair Tonics, Neilson's Candy, Baby Foods, Nipples, and Supplies; Talcum Powders and Face Powders, Shaving Supplies.

FARMERS should write us for special quotations on Blacklegoids, Sheep Dip, Condition Powders, Gopher Poisons, Stock Foods, Formaldehyde, Etc.

We are sole agents for Royal Purple Stock Foods and Poultry Specifics.

Let us supply ALL your Drug Store Requirements. We guarantee satisfaction. Any article left to our judgment for selection may be returned if not satisfactory.

THE McDERMID DRUG CO. LTD.
128a EIGHTH AVENUE WEST, CALGARY, ALTA.

Branch Stores at Lacombe, Castor, Carstairs, Sarcée Camp.



LUMBER

We have Branches and Distributing Yards in most of the important towns in Alberta and Saskatchewan. We can furnish Lumber and other Building Material cheaper than any one else—quality and prompt service being considered.

Write us when you want Lumber and Building Material

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CALGARY, ALBERTA,

CREIGHTON'S TAILORED SUITS

For Men

 \$20 to \$30

The "MAIL ORDER" System

is making rapid advances in all lines, because it makes it possible for those in small centres and agricultural districts to enjoy the advantages of the larger cities, where the variety to choose from is greater and the cost is less.

Your suit will be made in any style that you desire, from your own selection of goods. Guaranteed to satisfy you and shipped subject to inspection.



With a Creighton tailored suit, you can always feel sure of the correctness of your appearance at the moment when your

 clothes may be observed.

Made to Measure ***\$20.00 to \$30.00***

Write for Samples, Style Plate and Self-Measurement forms.

CREIGHTON BROS., 126 8th Avenue E. Calgary

OSTEOPATHY AT HOME

FROM "LIFE" MAGAZINE

"Life," February 17, 1916: Something unusually drastic and effective will have to be done to the osteopaths if they continue to cure people after the regular physicians have given them up. For the first offense there could be a moderate fine; if the offense is repeated, the fine could be doubled and a term of imprisonment added. The license could also be taken away and the wicked and reprehensible osteopath would thus not be permitted to practise any more; for it is quite obvious that if osteopaths continue to cure people, the regular medical profession, which now controls the laws and the liberties of the majority, might eventually have to go out of business.

Hay Fever, Catarrhal Deafness, ear, nose and throat troubles are now being cured without knife surgery; this includes tonsils, adenoids, etc., etc. Below are articles from Dr. J. Deason, M.S.D.O., of the A. T. Still Osteopathic Research Institute, Chicago; Dr. John F. Bailey, chief of the Free Osteopathic Clinic, Philadelphia, and Dr. James D. Edwards, of St. Louis, who treated over 100 cases of Hay Fever alone last summer. Dr. Deason, of the Osteopathic Research Institute, says:—

Chronic Catarrhal conditions of the nose and throat often lead to Catarrhal Deafness. In about 75 per cent. of Catarrhal Deafness the soft-palate is thickened and elevated into the Naso-pharynx, this elevation obstructs the opening of the Eustachian Tube and leads finally to adhesions of the mucous folds about and within the tube, weakening and causing a collapse of the opening of the tube. These cases are usually treated by specialists by catheterization and polarization and have but little temporary effect. We have cured between 75 per cent. and 95 per cent. of these cases by breaking up with the finger the adhesions in Rosenmuller's fossae and the opening of the Eustachian Tube; a great number of these cases have not only reported complete cure or part restoration to normal, but have reported that their Catarrh and eyes have been much improved by the treatment.

Among other evidence of the bounty of nature is that we have in early life double the amount of hearing necessary for ordinary purposes of social communion; and it is therefore possible to lose one-half of the auditory function before becoming conscious of the loss. Under these conditions it is readily seen that a chronic progressive disease impairing the hearing may become fairly established before the condition is discovered. The auditory apparatus of every individual should be examined at least twice a year.

Dr. James D. Edwards, of St. Louis, who treated over 100 cases of Hay Fever alone last summer, says that 95 per cent. of Hay Fever and Catarrhal Deafness are supported by constitutional symptoms. In Europe they now treat Catarrhal Deafness and Tinnitus Aurium as a constitutional disturbance and in 75 per cent. of the cases absolutely ignore the local symptoms. The American specialist still limits his attention to the local treatment of the Auditory Apparatus, which, along with vaccine and serum therapy, has long been discarded, and is ancient history in Europe. Most of the diseases of the eye, ear, nose and throat are caused by lesions, in fact, we know that these irregularities, defects, and spinal lesions may cause diseased conditions of any part of the body through vaso-motor and other nerve interference.

Dr. John F. Bailey, of the Free Osteopathic Clinic, Philadelphia, got thirty of the 79 cases he treated of men, women and children to gather for an automobile ride through fields of Golden Rod, Pollen, and according to Life Magazine, only one had the temerity to sneeze. Life says, nobody in the regular medical profession would admit that this is true.

Dr. Bailey in his article says, from my own experience I am convinced that all of the cases have been brought on from constitutional troubles, and I have not found a case of Hay Fever or Catarrhal Deafness that did not have upper cervical and dorsal lesions. Dust Pollen, Golden Rod and other odors act only as secondary effects to a diseased and sensitive membrane.

Home treatment of these cases (until you can get the necessary treatment to remove the adhesions, break up the adenoid growths, if any, and the irrigation treatment to thoroughly wash out the nose and cleanse the membrane which has become diseased, and either dry or producing a nasty Catarrhal discharge) is to be careful of foods that stimulate the liver, strong tea, coffee, excess of tobacco, and cigarettes; washing out the nose and throat with a soluble saline solution twice daily, using ordinary table salt.

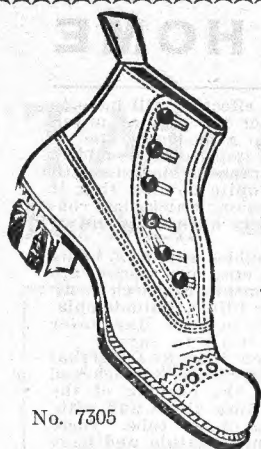
Having specialized as much as a busy practice would allow, we have had such satisfactory success that we are fitting up our offices with a complete outfit of Tuning Forks, Irrigation Outfit, Etc., Etc. and after taking special study will be prepared by Fair time, July 1st, to specialize in Ear, Nose and Throat troubles of Catarrhal origin and Hay Fever. All curable diseases successfully treated.

Below is part of a letter from the father of a boy who was quite deaf, and came to us for treatment.—Brant, Alberta, April 24th, 1916. Dr. M. E. Church.—Dear Sir: Enclosed please find cheque for \$15.00. I am very well pleased with your treatment for my son; he can hear just as well as anybody and seems better in every way. Yours truly, H. D. Parker.

DRS. CHURCH & PLUMMER, Osteopathic Physicians and Surgeons

SUITES 7, 8, 9, ALBERTA BLOCK, CALGARY

Office Phones: M 2787 & M 2941 Lady in Attendance Res.: W 4599 & M 4361



No. 7305

Men's Gun Metal Button and Lace Boots with high toes and short vamps. Goodyear welted soles and high heels. Reg. 5.50.

Cut Rate \$3.95

Boys' Solid Leather School Boots. Sewn soles. Just the kind for hard rough wear. Sizes 1 to 5. Reg. 3.50.

Cut Rate \$2.45



No. 2000

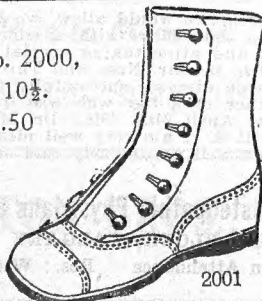


Misses' Box Calf Button and Lace Shoes, all solid leather. A good school shoe. Sizes 11 to 2. Regular 4.00.

Cut Rate \$2.45

Same as No. 2000, Sizes 8 to 10½. Reg. \$2.50

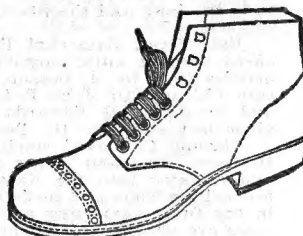
Cut Rate \$1.69



2001

Just a Few of the Many Bargains in our Mail

Men's Heavy Elk Boots, Goodyear welted. An all waterproof solid leather Shoe



No. 819

for hard work. Reg. 5.00. **Cut Rate \$3.95**

Women's Gipsy Kid Button i bronze blue an black. Both tur and welted sol with the new hig Louis heel : Re 6.00.

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CHILDREN'S SANDALS

Tan Calf with sewn soles, all solid leather. Sizes 8 to 10, 99c.; 1 to 2 \$1.19; 4 to 7, 89c



No. 1

Kindly remit Postage with Order for Prompt Delivery

We carry folks in all with light to \$2.25.

Whatever we can sup style and j antee if th factory. shipped sa All we ask

Men's Patent Button and Lac Shoe, both high and low toes with Good-year welt-soles. Reg. 6.00.

Cut Rate 4.45



No. 249

No. 821 Classics Gun Metal button and lace, Good-year welted soles, 2 inch heel and round high toe. Reg. 5.00.

Cut Rate \$3.95



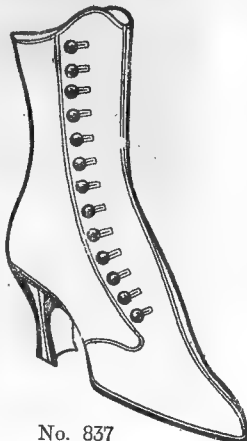
Women Button, toe cap welted black & top; sa lace. Reg. \$ Cut Ra School metal (with he light so style ir with cl Reg. \$ Cut Ra

Cut Rate Shoe Store, 226 8th Ave.

gains in our Mail Order Department

dyear
r Shoe

Women's Gipsy
Kid Button in
bronze blue and
black. Both turn
and welted soles
with the new high
Louis heel : Reg.
6.00. **Cut Rate**



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\$3.95

\$3.95

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Postage
with Order
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Delivery**

We carry a complete stock for the little
folks in all leathers; both Button or Lace,
with light or heavy soles, from 99c
to \$2.25.

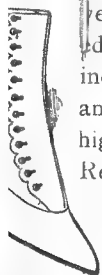
Whatever your needs in footwear may be
we can supply you, guaranteeing quality,
style and price, with a money-back guar-
antee if the goods are not perfectly satis-
factory. Our aim is to please. Goods
shipped same day as order is received.
All we ask is a trial.

No. 821

sics Gun Metal
on and lace, Good-
year welt-
d soles, 2
inch heel
and round
high toe.

Reg. 5.00.

**Cut Rate
\$3.95**



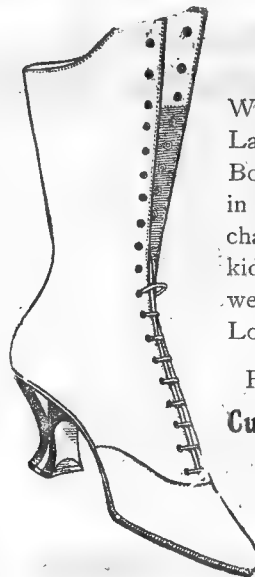
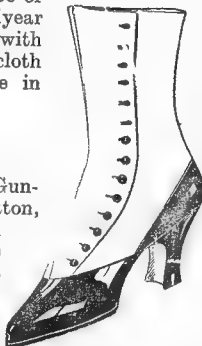
Women's Patent
Button, plain toe or
toe cap, Goodyear
welted soles, with
black & grey cloth
top; same style in
lace.

Reg. \$5.50

Cut Rate \$3.95

School Girls' Gun-
metal Calf Button,
with heavy and
light soles; same
style in Patent
with cloth top.
Reg. \$4.50
Cut Rate \$2.95

No. 870



No. 500

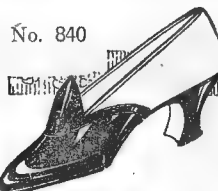
Women's Novelty
Lace and Button
Boots, 10 inch tops
in white ooze, grey
champagne and blue
kid with turn and
welted soles. New
Louis heel.

Reg. \$10 to \$12

Cut Rate \$6.50

Women's Vice Kid Strap Slippers in
high and low heels with turn soles.

Reg. \$2.50. **Cut Rate \$1.65**

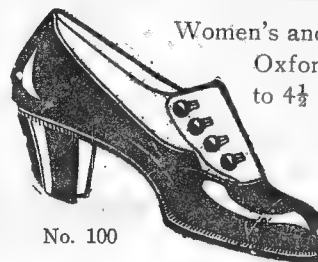


No. 840

All the latest
Pumps in pat-
ents, gun, kids,
with welted and
turn soles, both
high & low heels.

Prices range from

\$2.45 to \$3.95



No. 100

Women's and Girls' fine
Oxfords. Sizes 1
to 4½ in tan, calf,
patent, gun
metal and
kid leath-
ers in both
button and
lace.

Reg. up to \$4. **Cut Rate \$1.95**

No. 1001

Same as No. 2000, Sizes 11 to 13.
Reg. \$3.00. **Cut Rate \$1.95**

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and try and get their cute little expressions and ways you so often notice while playing around the house. Such photos bring untold joy to its grandparents ; they can compare it with yours when you were a baby. If the work is done by us you will profit by our twelve years of experience. No work leaves our Studio unless it is absolutely satisfactory. Phone or write for our prices. M3885.



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CALGARY, ALBERTA

Phone M2141

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Dr. A. B. C. Dando

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Calgary, Alberta

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A policy in a reliable Hail Insurance Company is now regarded by most farmers as a proper charge against their operating expenses.

In buying a policy, why not insist upon one in the best and most reliable Company doing business in Alberta.

A policy in

The Northwestern National Insurance Co.

guarantees you the utmost protection and satisfactory service. INSURE EARLY.

See our Local Agent or communicate with us direct. Agents wanted in un-represented districts.

KEITH-MILLS AGENCY, General Agents

14 ALBERTA BLOCK

CALGARY, ALTA.

LIFE INSURANCE

When buying Life Insurance why not combine protection with investment.

The Dominion Life Assurance Company

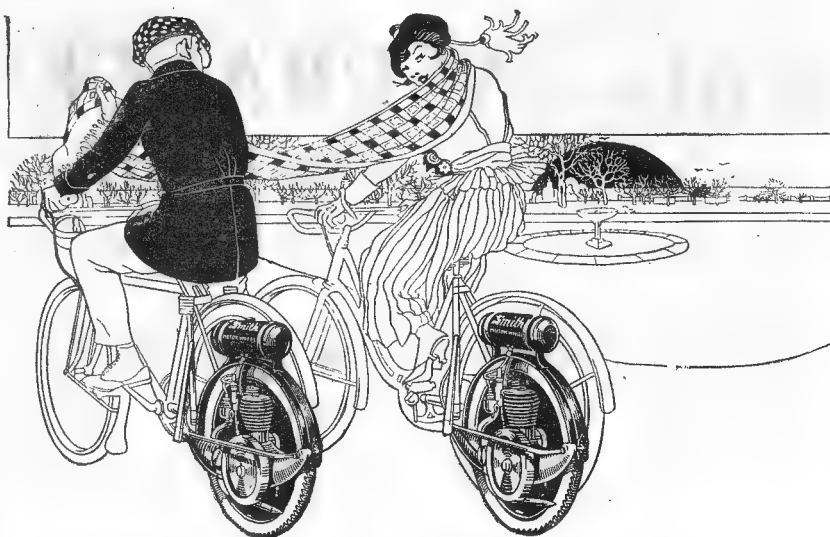
enables you to do this satisfactorily. It stands pre-eminent as a Policy holders' company; savings from a light death rate, savings in expenses and high interest earnings have meant fine returns to its policy holders. It earned 8.35 per cent. interest in 1915, as against $5\frac{1}{2}$ per cent. earned by the average Life Company in Canada. Find in dollars and cents per Million Dollars invested, why DOMINION Policy holders are increasing their Insurance with the Company. Death loss was only 40 per cent. of the expectation.

Write giving age nearest birthday and we will send you some interesting literature, together with a useful Memorandum Book.

J. W. KEITH, Provincial Manager

14 ALBERTA BLOCK

CALGARY, ALTA.



The Smith Motor Wheel

The greatest success of the Bicycling World. Attach a Motor Wheel to your bicycle in a few minutes. It is a complete power plant in itself, operates on its own tire independent of the cycle, does not load or strain the cycle in any way. Controlled by a small lever on the handlebar, so simple a child can operate it. Gives a speed from 4 to 25 miles an hour and 100 to 125 miles on a gallon of gasoline. There is no limit to the uses the Motor Wheel can be put to on the farm. It will operate almost any kind of the smaller machinery. Write for our book Motor Wheeling. We are selling the finest line of Bicycles in the West. See our "Seminole" and "Motor-bike" models before buying elsewhere. Both wheels are guaranteed.

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 238 8th Ave. East, Calgary

We can get you anything in books. Write us for
any book you wish to get

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postpaid.

"My Year of the Great War"—by Frederick Palmer
\$1.65, postpaid.

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Farm Engines—\$1.00, postpaid.

Model T Ford Car, 1916 Edition—\$1.10, postpaid.

Drill and Field Training, Musketry, Etc.—40c each.

Waterman Ideal Fountain Pens—the new self-filler;
medium, fine and coarse points; with clip cap,
\$2.75 each, postpaid.

Anseo Cameras, Films, Cyko Paper, etc. 58 different
styles of Cameras, from \$2.00 up; described in
catalogue, free on request. Films developed, any
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Write us for anything in Books, Stationery, School
Supplies, Magazines, Etc.

Wilson's Bookstore

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Only Common-Sense After All!

“A BALANCED RATION”

If you are actively interested in raising and marketing hogs, and are not getting every cent possible out of your financial and labor investment, you are doing yourself a great injustice.

Let us tell you what **DIGESTER TANKAGE** is.

Let us tell you what it will do.

Let us prove to you by Certified Government Experimental Farms' Tests, exactly how much it will increase your net receipts.

Let us show you how you may get the very last dollar out of the hog industry by feeding.

Write us today for our booklet on

Burns' Digester Tankage

We are in a position to handle your butter and eggs every day in the year.

We give satisfactory returns.

We give prompt returns.

P. BURNS & CO., LIMITED

CALGARY, CANADA

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AUCTION GALLERIES**

233 Seventh Avenue West

Just West of Hndson's Bay Co.

THE LARGEST AUCTION ROOMS IN
ALBERTA

Auction Sales of Household Furniture

EVERY THURSDAY

at 2 o'clock throughout the year.

All Goods packed by experienced packers
Correspondence Solicited.

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MITCHELL, THE AUCTIONEER

—PHONE M2767



A New Idea--

We have a store for Boys to trade at; we supply them with everything they wear **Except Shoes.**

It will pay you to look us up, we can save you money and give you satisfaction in Boys' wear.

We have a few catalogues left but will be pleased to have your name and address for our mailing list.

If you come to our Exhibition this July we will be pleased to see you. If you have your boy with you we will have a present for him.

Everything for Boys Except Shoes

Boys' Special Clothiers

236 EIGHTH AVENUE WEST

Calgary - Alta.

FOR THE LIQUOR HABIT

What is the Neal Treatment?

A course of medical treatment which antidotes the alcoholic poison and eliminates it from the system, and in so doing destroys the craving for intoxicating liquor.

How much time does the Neal treatment for the liquor habit require?

Three to five days. In a few very unusual cases a patient has remained longer.

Does the patient suffer while under treatment?

He suffers only from the effects of excessive drinking, and much less than he would if trying to sober up without treatment.

What is the nature of the medicine administered, and is it harmful in any way? The medicine is a vegetable preparation, which contains no narcotics or injurious drugs. The treatment cannot possibly harm the patient in any way. On the contrary its effect is to improve the general health and build up the entire system.

Do you use hypodermic injections?

No. The medicine is administered through the mouth only.

Is the Neal treatment successful in every case?

Yes. The result accomplished when the full treatment is administered is the same in all cases. The craving for alcohol is removed and the patient restored to a normal condition so far as the effects of alcohol are concerned.

What is the condition of the patient when he leaves the Institute?

He is not only freed from his desire for liquor, but he is benefited in other ways. His appetite is good, nerves steady, step firm. He thinks clearly, has a bright eye and good healthy color. The treatment is not weakening — It tones up and strengthens the patient and goes far to correct the results of years of indulgence in liquor. He can return to his business immediately.

Is the patient at the Neal Institute restrained by any objectionable rules or regulations?

No. The patient is quartered in a comfortable room. He may read, smoke and receive such callers as he may feel he wants to see. He may at any time call up his office or home by telephone. His meals are served to him in his own room, by his nurse, and he can do much as he would in his own home. He is simply required to take his medicine when it is brought to him.

Does the patient suffer for the want of liquor?

No. He is given whatever liquor he desires whenever he wishes as long as he wants it.

Do you treat any other diseases or conditions, than the liquor and drug habits?

No. The patient is given a thorough physical examination upon his entry for treatment, by our physician, and if for any reason he is unfit to receive treatment, he will not be accepted.

Is the Neal cure a permanent one?

Yes. A patient who has been freed of the drink habit by the Neal treatment can form the habit again if he wants to, just as a lifelong teetotaler can do. The point is, the Neal patient has no craving for liquor and if he goes back to it, he must do it wilfully. Nothing but drinking can bring on the drink craving. As a matter of fact, our patients are so glad to be free from the liquor craving that not for anything would they try to overcome their distaste for liquor (due to the Neal treatment) and learn again to drink.

Do doctors recommend the Neal?

Yes, many doctors send us patients, and all who are acquainted with our work through investigation and experience KNOW that we deserve their support and the number of doctors who recommend the Neal treatment is every day increasing.

Write, phone or call for further information.

THE NEAL INSTITUTE

PHONE W 4525

820 Thirteenth Avenue West

CALGARY, Alberta

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Too much care cannot be taken in the selection of the Firm from whom you buy your Watch or your Jewelry. So many people must depend upon the word of their Jeweler in the purchase of a Watch, a Diamond, or a piece of Jewelry, that it is essential, that the Firm from whom you buy should be dependable, and have a reputation of years for honesty, permanence and trustworthiness beyond dispute.

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We are preparing a very extensive Catalogue for delivery about October 1st., and would like to have your name and address for our Mailing List. If you are interested in good Jewelry for some future presentation, or a good Watch at a reasonable price for yourself, it will pay you to drop us a Post Card with your name and address for this Catalogue. In the meantime, we will be pleased to give your immediate inquiries our personal attention, and send you any article subject to exchange or return, if not entirely satisfactory.

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